



## Outreach and Education in California's South Coast Marine Protected Areas

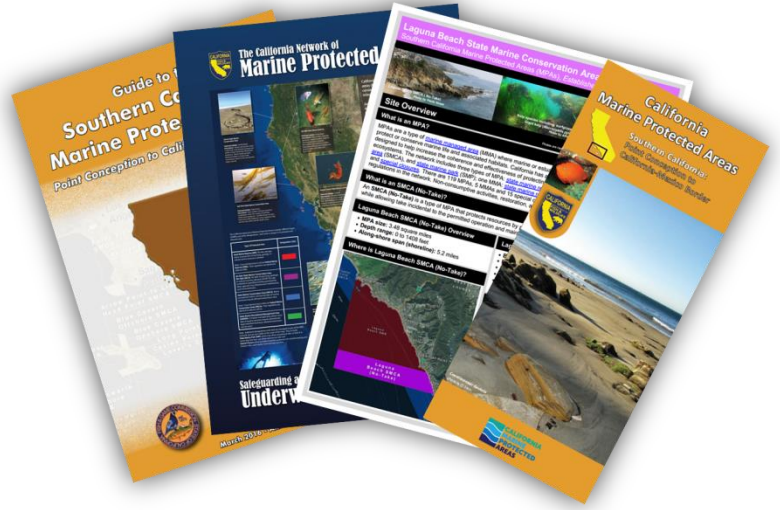
Following the implementation of California's South Coast marine protected areas (MPAs) on January 1, 2012, the outreach and education efforts employed by the California Department of Fish and Wildlife (CDFW) focused on increasing public awareness and understanding of the 50 MPAs and two special closures. Emphasis was also placed on fostering compliance

with MPA regulations, primarily informing individuals engaged in extractive activities like recreational and commercial fishing. In addition to fostering compliance, **CDFW aims to cultivate stewards who understand the purpose of the individual MPAs** and the statewide network of MPAs for protecting species biodiversity and habitats.



*California's South Coast encompasses approximately 2,351 square miles of California's jurisdictional waters (0-3 nautical miles from shore) from Point Conception in Santa Barbara County south to the US-MEX border, and includes waters around offshore islands.*

# Outreach and Education Resources



Information about MPAs is available through traditional CDFW venues such as:

- [Regional MPA guides and brochures](#)
- Local signage
- A dedicated email account: [AskMPA@wildlife.ca.gov](mailto:AskMPA@wildlife.ca.gov)
- Outreach and education events
- [Online information](#)
- Press releases
- [MPA overview sheets](#)
- Direct communications
- [A full size poster](#) of the statewide MPA network

**Additional outreach and education materials have expanded to include:**

- Videos beneath the surface of MPAs
- [Exploring California's Marine Protected Areas](#)—a CDFW Marine Region blog series that features the history and highlights of individual MPAs
- The [MPA Mobile Website](#) which allows users to track their location and access regulations relative to nearby MPAs in real time

## By the Numbers-Statewide

**195** regulatory and interpretive MPA signs installed statewide

**15,000** students receiving MPA video-conferencing lessons per year

**200,000+** guidebooks and brochures printed and distributed

**50** South Coast MPAs

**11** Exploring CA's MPAs articles

**2** South Coast Special Closures

MPAs statewide

**124**

MPA magazine articles published **2**

**6** MPA videos

## Collaborative Partnerships

Coordinated collaborative partnerships with local, state, and federal agencies, Tribal governments, and non-governmental organizations have increased the State's capacity to inform the public about MPAs through a wide range of multimedia outreach tools and products. Currently, CDFW reviews partners' materials to help ensure accuracy and consistency in MPA information and regulatory messaging. In the future, **CDFW plans to maintain existing partnerships while looking to explore new connections.**



CDFW partnered with the Ocean Protection Council, MPA Collaborative Network groups, and the California Marine Sanctuary Foundation to **design and install 195 interpretive and regulatory MPA signs from the California/Oregon border to the US-MEX border**, with more than 60 of those signs installed in the South Coast.



CDFW works with California State Parks to develop MPA content for the video-conferencing program Parks Online Resources for Teachers and Students (PORTS), **which delivers [MPA-related lessons](#) to more than 15,000 students per year.** In the South Coast, PORTS lessons focus on [Crystal Cove State Marine Conservation Area](#).

## Acknowledgements

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### **Photo Credits**

Outreach Table Header

CDFW Archive

Giant Kelp

Amanda Van Diggelen, CDFW, Marine Region

Tidepool Docent

Stephanie Hubbard, CDFW, Marine Region

Landscape Sunset

Amanda Van Diggelen, CDFW, Marine Region

MPA No-Fishing Sign

Amanda Van Diggelen, CDFW, Marine Region

PORTS Classroom Instruction

California State Parks

### **Document Design**

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